



# UNBLUR THE GAME

*Refresh Your Perspective.*

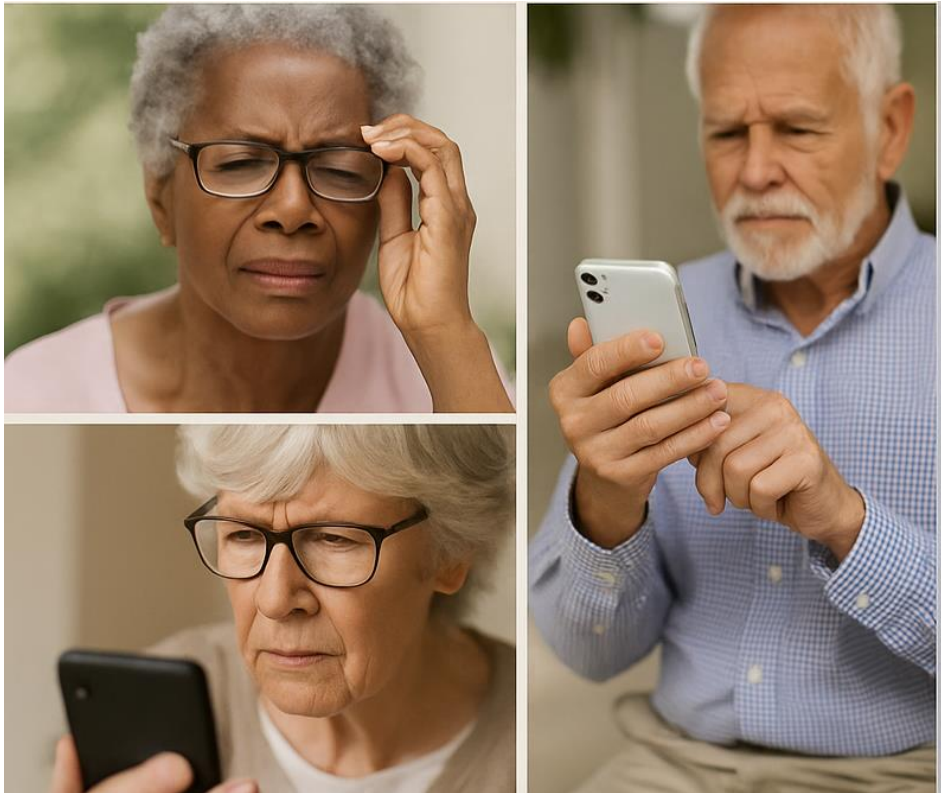


We all have that one  
thing,  
That one person,  
That one place, we'd  
rather not deal with.  
So, we wait...  
Until we can't



## 2.2 Billion people have some form of visual impairment worldwide.

Insight: Senior adults 55+ experiencing low vision are in denial and could have acted earlier.



**BRAILLE**  
INSTITUTE

**Isn't that for  
the blind?**



A photograph of two men standing outdoors. The man on the left is wearing glasses and a white cane, with a Braille Institute lanyard around his neck. The man on the right is wearing a dark jacket. The image is overlaid with a blue tint.

“Transforming lives  
Doing things Differently.”

Braille Institute

Braille  
Institute®

A photograph of three people smiling and holding a bottle of Heineken beer. The image is overlaid with a green tint.

“Breaking Stigma.  
Refreshing Perspective's”

Freddy Heineken





# UNBLUR THE GAME

*This is what vision loss feels like. Don't wait.*



# February

A woman with glasses and a red shirt is pointing at a document on a wooden stand. A younger woman with dark hair is looking on. The background is slightly blurred, showing what appears to be a library or office setting.

## 01

**Low Vision  
Awareness Month**

## 02

A long, arched hallway with a high ceiling and hanging lanterns. The floor is polished and reflects the light. The hallway leads to a bright opening at the end.

**Shortest, Darkest &  
Coldest Month in North  
America & Europe**

## 03

A group of people are cheering and celebrating. A woman in a green shirt is in the foreground, and a man in a blue and white striped shirt is next to her. They are all smiling and looking towards the right.

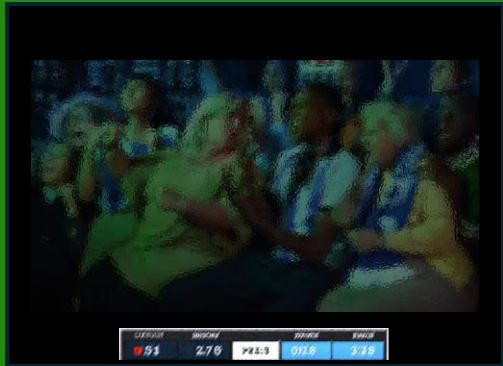
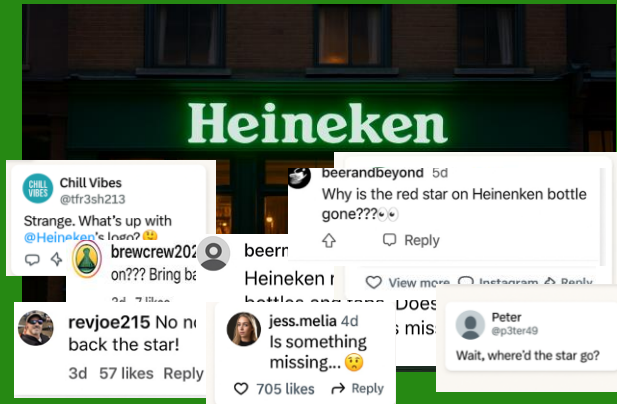
**All Major League  
Sport Viewing Season**



1

## THE BLUR

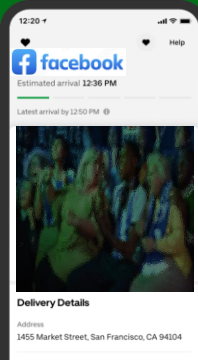
On all major sport broadcast  
& digital platforms



2

## THE PRESS

To reach 55+,  
we show up where they already are



3

## THE MARKET TAKE-OVER

Limited retail & on-premise packs/bottles, and  
activations simulating vision loss



4

## THE FRESH PERSEPCTIVE



## PR / INFLUENCERS/CELEBRITIES

#unblurthegame



# Get Involved

QR code to  
learn more



Vision tests



#UnblurTheGame



# Drive Impact



**Inclusive conversations  
for vision loss**



**Awareness of low vision  
resources**



**Engagement with Braille  
Institute**





**Thank you**